

Draft proposal 2-28-11

39. FUNDRAISING COMMITTEE

39.1. PURPOSE

39.1.1. To investigate and pursue new revenue sources for the Association.

39.2. COMPOSITION

39.2.1. The Fundraising Committee shall be composed of a committee Chair appointed by the President of KLA, one member from each section, the President of KLA, the Conference Planning Committee Chair and the Executive Director.

39.3. DUTIES

39.3.1. Investigate ways in which KLA can increase its revenue sources, such as:

- a) Soliciting vendors for the conference exhibits area;
- b) Soliciting sponsors to fully fund or subsidize various events, speakers, awards, receptions; and
- c) Selling advertisement space on website banner, conference brochure, etc.

39.3.2. Investigate how other library organizations solicit sponsorships and/or vendors

39.3.3. Contact potential vendors

39.3.4. Create a method of solicitations for KLA

39.3.5. Coordinate with the Executive Director if a vendor or sponsorship is identified

39.3.6. Investigate other income possibilities for KLA to pursue

The Fundraising Committee shall appoint the following subcommittee with chair appointed by the Conference Planning Committee Chair:

39.3.7. (formerly 40.2.4.) Vendor Relations Subcommittee

39.3.7.1. The Vendor Relations Subcommittee, under the direction of the Conference Planning Chair and the Executive Director of KLA, promotes the exhibit area and assists with setting up the hall.

39.3.7.2 The Vendor Relations Subcommittee is comprised of the Subcommittee Chair and one member of each section.

39.3.7.3. The Vendor Relations Chair serves on the Conference Planning Committee.

39.3.7.4. The Vendor Relations Chair works with the Executive Director to solicit financial support from the vendors for conference events such as breaks and receptions.

39.3.7.5. The Vendor Relations Chair serves as a liaison between the vendors and the Conference Planning Chair.

39.3.7.6. The Vendor Relations Committee plans activities and events to encourage conference attendees to frequent the vendor area (e.g. Exhibit Opening, prize drawings, spot announcements, etc.)

39.3.7.7. The Vendor Relations Chair makes contact with each vendor during the conference and extends welcome and thanks on behalf of KLA.

39.3.7.8. The Vendor Relations Chair, with the approval of the Conference Planning Chair, may spend a predetermined amount for prizes and small tokens of appreciation for the vendors.

39.3.7.9. The Vendor Relations Chair will be provided a room at the conference hotel.

39.4. EXPENSES

39.4.1. Expenses for the Fundraising Committee will be provided for in the KLA annual budget.

39.4.2. Chairs who attend Board meetings will be reimbursed for mileage and lunch will be provided. In

the event that attendance requires travel over 150 miles one way, room expense will also be reimbursed.

Current Blue Book entry for Vendor Relations (under Conference Planning Committee):

40.2.4. Vendor Relations

40.2.4.1. The Vendor Relations Chair, under the direction of the Conference Planning Chair and the Executive Secretary of KLA, promotes the exhibit area and assists with setting up the hall.

40.2.4.2. The Vendor Relations Chair works with the Executive Secretary to solicit financial support from the vendors for conference events such as breaks and receptions.

40.2.4.3. The Vendor Relations Chair serves as a liaison between the vendors and the Conference Planning Chair.

40.2.4.4. The Vendor Relations Chair plans activities and events to encourage conference attendees to frequent the vendor area (e.g. Exhibit Opening, prize drawings, spot announcements, etc.)

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40.2.4.7. The Vendor Relations Chair will be provided a room at the conference hotel.